

## Mazda MX-5 Cup Shootout Criteria

*Everything an eligible racer needs to know to compete for the 2021 Mazda MX-5 Cup Shootout and the scholarship to compete in the 2021 Mazda MX-5 Cup presented by BFGoodrich Tires*

**Background:** Since 2006, Mazda Motorsports has provided one deserving racing competitor a scholarship to compete in the Mazda MX-5 Cup presented by BFGoodrich Tires. The criteria for the shootout have been created to identify the aspiring professional racer who has the most complete set of skills required to succeed in motorsport. These skills include speed, consistency, race craft, technical understanding, and off-track business and PR skills. History has shown that a driver will be limited in success if he or she is lacking in any area.

MX-5 Cup Shootout nominees will need to submit information outlined below to be considered a finalist. Historically, three to eight nominees have been selected as finalists to compete at the Shootout. A panel of judges selects one of these finalists to receive a scholarship valued at \$110,000 to compete in the next season's MX-5 Cup.

### Eligibility criteria:

- Any driver winning a recognized club racing national championship with the SCCA or NASA using Mazda power. Note: NASA cancelled its 2020 championship event
- NASA Teen Mazda Challenge champions who met the minimum number of races requirement
- Formula Mazda champions
- At-large bids

### Mazda's objectives:

- Discover and retain a fast and consistent racer able to win professional championships, improving the odds that the shootout's scholarship recipient reaches his or her dream of racing at a top-level series, while illustrating to the (potential) racing community that Mazda's development system has the most talented racers, encouraging more drivers to race Mazdas
- Partner with the scholarship recipient in a 12-month co-op marketing effort to:
  - Build his or her brand and network, increasing his or her odds of partnering with another entity to help climb the racing ladder
  - Raise favorable opinion of and familiarity with the Mazda brand and its vehicle line-up
  - Drive engagement within the Mazda Motorsports community
- Deliver on our passion to help those ambitious and deserving drivers fulfill their dreams

### Milestones:

Oct. 13	MX-5 Cup Shootout nominees announced; criteria posted for all eligible competitors
Oct. 15	Noon ET conference call with nominees for Mazda to share more & answer questions
Oct. 25	Written proposal & video submission deadline
Oct. 28	Noon ET conference call with competitors to announce finalists; press release announcing finalists
Nov 15-16	Day 1 (begins 8 am): Off-track assessment; day 2: On-track (concludes by 6 pm ET)

## **Required Content: Written Proposal Containing Three Parts & A Video**

**1) Racing bio - one-page maximum in length.** Highlight your racing career, noting which other top drivers you raced against during the past three seasons, if applicable. Provide a copy of your final championship point standings for the last three seasons, if applicable. Include three reputable references in the racing community (e.g., series officials) and your social media information (e.g., Twitter handle and number of followers; Facebook page and number of friends, etc.).

**2) Other responsibilities - half-page maximum in length.** Note other responsibilities you anticipate that Mazda should be aware of (e.g., work or school requirements).

**3) Career development outline; two-page maximum in length.** While MX-5 Cup offers a \$75,000 Rookie of the Year prize, Mazda believes racers should not rely on winning it, and work towards achieving the necessary financial support in other ways.

Provide a detailed plan to support your racing career and your partners' businesses (Mazda would be one of your partners in 2021); consider including exhibits, such as a current, real business plan you aim to present to other partners, an example of your newsletter, your calendar of events.

- Outline your two-to-three year racing goals (e.g., compete in MX-5 Cup in 2021 and 2022, and IMSA in 2023)
- Then, list your Specific, Measurable, Attainable, Relevant, and Time-related (SMART) objectives to help achieve these goals
- Finally, outline your plan and tactics to help achieve each objective

Example:

Goal #1: Return to MX-5 Cup in 2022 to compete for the championship

SMART objectives to achieve goal 1:

- #1: Raise \$100,000 in funds by June 2021 for the 2022 MX-5 Cup season, and
- #2: Enhance understanding of data analysis and vehicle dynamics during each race weekend in the 2020 season to better position me for a championship run

Tactics to accomplish these objectives:

- To accomplish #1 objective:
  - Network with "X, Y, Z" companies of which I have contacts
  - Attend Toastmasters public speaking program every other Wednesday at 6 pm, remotely
- #2 objective: Spend X time meeting with data coach at each 2021 MX-5 Cup event

**These three documents should be submitted as a single PDF with the file name:**

YourName\_2020\_Mazda\_Proposal\_.pdf (see "Required Format" below for the procedure to submit)

**Video - two-minute maximum.** Introduce yourself and your personal values. Post this video to YouTube with the title "(Your first and last name): 2020 MX-5 Cup Shootout Nominee." Email the link and your written proposal, as a PDF that does not exceed 4MB in size, to David Cook (DCook13@MazdaUSA.com) by October 25, 2020.

Please reach out to David Cook with questions,

Your Mazda Family